Amendments to and Listing of the Claims:

Please cancel claims 53-95 and add new claims 96-116 as follows:

1-95. (canceled)

96. (new) In a video network, a computer-implemented method of determining size of a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device;

(b) determining viewer interaction characteristics corresponding to the viewer interactions;

(c) creating one or more interaction groups based on the viewer interaction characteristics;

(d) applying one or more heuristic rules to the interaction groups, wherein the heuristic rules assign a viewer characteristic to each interaction group; and

(e) inferring the size of the household based on the number of distinct viewer characteristics.

97. (new) The method of claim 96, wherein the heuristic rules are probabilistic in nature.

98. (new) The method of claim 96, wherein the heuristic rules assign probabilities of an interaction group being associated with another interaction group based on the viewer interaction characteristics.

99. (new) The method of claim 96, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

100. (new) The method of claim 96, wherein step (c) includes evaluating channel change commands and associated viewing times to group the viewer interaction characteristics.

101. (new) The method of claim 96, wherein the viewer interaction characteristics include at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

102. (new) In a video network, a computer-implemented method of determining size of a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device;

(b) determining viewer interaction characteristics corresponding to the viewer interactions;

(c) applying one or more heuristic rules to the viewer interaction characteristics, wherein the heuristic rules assign one or more viewer characteristics based on the interaction characteristics; and

(d) inferring the size of the household based on the number of distinct viewer characteristics.

103. (new) The method of claim 102, wherein the heuristic rules are probabilistic in nature.

104. (new) The method of claim 102, wherein the heuristic rules assign probabilities of a viewer characteristic being associated with another viewer characteristic based on the viewer interaction characteristics.

105. (new) The method of claim 102, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

106. (new) The method of claim 102, wherein step (b) includes evaluating channel change commands and associated viewing times to determine the viewer interaction characteristics.

107. (new) The method of claim 102, wherein the viewer interaction characteristics include at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

108. (new) In a video network, a computer-implemented method of determining size of a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more interaction sessions;

(b) determining viewer interaction characteristics;

(c) applying one or more heuristic rules to the viewer interaction characteristics, wherein the heuristic rules assign a viewer characteristic to each interaction session based on the viewer interaction characteristics; and

(d) inferring the size of the household based on the number of distinct viewer characteristics.

109. (new) The method of claim 108, wherein said step (b) includes processing the viewer interactions for an interaction session to generate session interaction characteristics for each interaction session.

110. (new) The method of claim 108, wherein step (b) includes processing the viewer interactions for multiple interaction sessions to generate average interaction characteristics for the multiple interaction sessions.

111. (new) The method of claim 110, wherein the heuristic rules are also applied to the average interaction characteristics to assign the viewer characteristics.

112. (new) The method of claim 108, wherein the heuristic rules are probabilistic in nature.

113. (new) The method of claim 108, wherein the heuristic rules assign probabilities of an interaction session being associated with another interaction session based on the viewer interaction characteristics.

114. (new) The method of claim 108, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

115. (new) The method of claim 108, wherein step (c) includes evaluating channel change commands and associated viewing times to group the viewer interaction characteristics.

116. (new) The method of claim 108, wherein the viewer interaction characteristics include at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.